

A collection of various colored Smarties candies (red, green, blue, orange, purple, pink, yellow, and dark red) scattered across a black background. The candies are of different sizes and are arranged around the central text.

**BE SMART EAT
SMARTIES!**

ANALIZA

37%

**PRODAVNICA
NE POSEDUJE
SMARTIES**

90%

**ISPITANIKA JE
ZAPAMTILO
AMBALAŽU**

- ZABRANA REKLAMIRANJA
- NESTLE DRUŠTVENE MREŽE
- FORMIRANJE CENA



STRATEGIJE

**GLOBALNA
STRATEGIJA
KOMUNIKACIJE**

**STRATEGIJA
KOMUNIKACIJE
SA RODITELJIMA**

**STRATEGIJA
POSVEĆENA
DECI**

SMARTREES

GUBITAK OD
3450
HEKTARA
PRIRODNIH
ŠUMA U 2022.

POLA MILIONA
POSAĐENIH
STABALA

ENVIRONMENT
FRIENDLY
KOMPANIJA

GREEN SMARTIES

NESTLE
"COCOA PLAN"

NESTLE
"COLORANTS"

NESTLE
100% RECYCLE

ADVERTISE



THE SMARTIES

The background of the entire image is a dark green color, populated with numerous Smarties candies of various colors including purple, red, orange, blue, pink, green, and yellow. The candies are scattered across the frame, with some appearing larger and more prominent than others, creating a playful and vibrant backdrop for the text.

**ZABRANA
REKLAMIRANJA**

**OBRAZOVANJE
JE BITNO**

**ZANIMACIJA
ZA NAJMLAĐE**

**TAKMIČARSKI
DUH**

ROADMAP

2024.

~**3.1** miliona
prodaja/god

~**65 520** sadnica/god

~**5000** đaka kroz takmičenja

2028.

~**3.833** miliona prodaja/god

~**84 000** sadnica

~**25 000** đaka kroz takmičenja

~**3.38** miliona
prodaja/god

~**73 000** sadnica/god

~**15 000** đaka kroz takmičenja

2026.

~**4.512** miliona
prodaja/god

~**100 000** sadnica/god

~**35 000** đaka kroz takmičenja

2030.



ZAKLJUČAK



Q&A